

IN THE CLAIMS

Please add claims 32-36.

Please amend claims 1, 2, 8, 12, 13, 18, 23, 25, 29, and 30-31.

1. (Currently Amended) A system comprising:
- a receiving station configured to receive a broadcast signal containing program data; and
- a programmable device configured to be coupled to said receiving station and to receive said program data from said receiving station;
- wherein one of said receiving station and said programmable device is configured to select a portion of said program data; and
- wherein said programmable device is configured to store said portion of said program data;
- wherein said receiving station: ~~is configured to~~ transmits a notification signal to said programmable device to indicate that said receiving station is ready to transmit said programmable device data configured for use in programming the programmable device to said programmable device, in response to detecting said program data includes the programmable device data; and
- does not transmit said notification signal, in response to detecting said program data does not comprise programmable device data;
- wherein in response to receiving said notification signal, said programmable device is configured to emit a user-sensible signal to indicate that said ~~programmable device receiver is ready to transmit the programmable device data to the~~ programmable device. should be brought into communication with said receiving station.
2. (Currently Amended) The system of claim 1 wherein the programmable device comprises a smart toy. ~~said one of said receiving station and said programmable device is configured to select said portion of said program data according to a set of stored user preferences and to discard the remainder of said program data.~~

3. (Currently Amended) The system of claim 2 wherein said one of said receiving station and said smart toy is configured to select said portion of said program data according to a set of stored user preferences and to discard the remainder of said program data, and wherein said one of said receiving station and said ~~programmable device~~ smart toy is configured to construct said set of stored user preferences.

4. (Canceled).

5. (Original) The system of claim 1 further comprising a broadcast station configured to transmit said broadcast signal, wherein said broadcast station is configured to cyclically transmit a carousel of modules containing said program data.

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6. (Original) The system of claim 5 wherein said one of said receiving station and said programmable device is configured to select said portion of said program data without transmitting an indication of said portion of said program data to said broadcast station.

7. (Original) The system of claim 5 wherein said broadcast station comprises a television broadcast station.

8. (Currently Amended) The system of claim 1 wherein each of said receiving station and said programmable device includes a transceiver for bidirectional communication between said receiving station and said programmable device, and wherein said programmable device is configured as an input device to said receiving station and is configured to transmit a signal to the receiving station to indicate the location from which the receiving station may retrieve programmable device data.

9. (Original) The system of claim 8 wherein said transceivers comprise wireless transceivers.

10. (Currently Amended) The system of claim 1 wherein said receiving station is configured to transmit instructional cues to said programmable device and wherein said programmable device is configured to provide said instructional cues to a user.

11. (Original) The system of claim 10 wherein said instructional cues comprise streaming speech data, wherein said programmable device comprises a speaker, and wherein said programmable device is configured to transmit said streaming speech data to said speaker upon receipt of said streaming speech data from said receiving station.

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12. (Currently Amended) A method comprising:
broadcasting data to a plurality of receiving stations;
receiving said data at one of said receiving stations;
selecting a portion of said data;
transmitting a notification signal to a programmable device to indicate that said receiving station is ready to transmit said programmable device data configured for use in programming the programmable device to said programmable device, in response to detecting said data includes the programmable device data; and
not transmitting the notification signal to the programmable device, in response to detecting said data does not include the programmable device data;
wherein in response to receiving said notification signal said programmable device is configured to emit a user-sensible signal to indicate that said ~~programmable device should be brought into communication with said receiving station receiver~~ is ready to transmit the programmable device data to the programmable device;
transmitting said selected portion of said data to said programmable device; and
programming said programmable device according to said selected portion of said data.

13. (Currently Amended) The method of claim 12 wherein said programmable device comprises a smart toy. further comprising a user locally selecting said selected portion of said data.

14. (Original) The method of claim 13 wherein said selecting comprises said user manually selecting said selected portion of said data using said programmable device as an input device.

15. (Original) The method of claim 12 further comprising filtering said received data according to a set of user preferences to select said selected portion of said data.

16. (Original) The method of claim 15 further comprising building said set of user preferences.

17. (Original) The method of claim 12 wherein transmitting said selected portion of said data to said programmable device is performed using a wireless communications link between said receiving station and said programmable device.

D/ Cont. 18. (Currently Amended) The method of claim 17 wherein said wireless communications link comprises a bidirectional link, wherein said programmable device is configured as an input device to said receiving station and is configured to transmit a signal to the receiving station to indicate the location from which the receiving station may retrieve programmable device data.

19. (Original) The method of claim 12 wherein broadcasting said data comprises cyclically transmitting a carousel of data modules.

20. (Original) The method of claim 19 wherein said broadcasting said carousel of data modules comprises transmitting said data modules via the broadcast channel of an interactive television network.

21. (Original) The method of claim 18 further comprising automatically initiating transmission of said selected portion of said data from said receiving station to said programmable device when said programmable device is within range to establish said wireless communications link to said receiving station.

22. (Original) The method of claim 12 further comprising transmitting one or more cues to said programmable device.
23. (Previously Presented) A programmable toy comprising:
a memory configured to store program data;
a control unit configured to perform one or more actions based on said program data stored in said memory; and
a receiver configured to receive a notification signal from a transmitter indicating said transmitter is ready to convey program data to said receiver, said program data including programmable toy data configured for use in programming the programmable toy, wherein in response to said receiving said notification signal said receiver is configured to emit a user-sensible signal to indicate that said toy should be brought into communication with said transmitter in order to receive said program data;
wherein said programmable toy is configured to select a portion of said program data and store said portion of said program data in said memory and to discard the remainder of said program data.
24. (Previously Presented) The system of claim 10, wherein said instructional cues instruct said user in how to reprogram said programmable device.
25. (Currently Amended) The system of claim 1, wherein said receiving station is configured to transmit said notification signal with a first range and transmit said ~~program~~ programmable device data with a second range, wherein said first range corresponds to a distance said notification signal may be effectively transmitted, said second range corresponds to a distance said ~~program~~ programmable device data may be effectively transmitted, and wherein said first range is greater than said second range.
26. (Previously Presented) The method of claim 12, wherein said selected portion of said data comprises instructional cues, and wherein said method further comprises providing said instruction cues to said user.

27. (Previously Presented) The method of claim 26, wherein said instructional cues instruct said user in how to reprogram said programmable device.

28. (Previously Presented) The method of claim 12, wherein said receiving station is configured to transmit said notification signal with a first range and transmit said program data with a second range, wherein said first range corresponds to a distance said notification signal may be effectively transmitted, said second range corresponds to a distance said program data may be effectively transmitted, and wherein said first range is greater than said second range.

29. (Currently Amended) The method of claim 12 ~~28~~, wherein bringing said programmable device into communication with said receiving station comprises bringing said programmable device within said second range.

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30. (Currently Amended) The programmable toy of claim 23, wherein each of said receiving station and said programmable toy includes a transceiver for bidirectional communication between said receiving station and said programmable toy, and wherein said programmable toy is configured as an input device to said receiving station and is configured to transmit to the receiving station a piece of software, wherein said portion of said program data comprises instruction cues, and wherein said programmable toy is further configured to provide said instructional cues to a user.

31. (Currently Amended) The programmable toy of claim 30, wherein said piece of software allows the receiver to communicate with an entity selected from the group consisting of: the programmable device; the user; and a server that provides programmable device data. ~~wherein said instructional cues instruct said user in how to reprogram said programmable toy.~~

32. (New) The system of claim 1 wherein each of said receiving station and said programmable device includes a transceiver for bidirectional communication between said receiving station and said programmable device, and wherein said programmable device is configured as an input

device to said receiving station and is configured to transmit to the receiving station a piece of software.

33. (New) The system of claim 32, wherein said piece of software allows the receiver to communicate with an entity selected from the group consisting of: the programmable device; the user; and a server that provides programmable device data.

34. (New) The method of claim 17 wherein said wireless communications link comprises a bidirectional link, wherein said programmable device is configured as an input device to said receiving station and is configured to transmit to the receiving station a piece of software.

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Concl. 35. (New) The method of claim 34, wherein said piece of software allows the receiver to communicate with an entity selected from the group consisting of: the programmable device; the user; and a server that provides programmable device data.

36. (New) The programmable toy of claim 23 wherein each of said receiving station and said programmable toy includes a transceiver for bidirectional communication between said receiving station and said programmable device, and wherein said programmable toy is configured as an input device to said receiving station and is configured to transmit a signal to the receiving station to indicate the location from which the receiving station may retrieve programmable toy data.
